

MERIT - January

**PHILIP MORRIS U.S.A.
ADVERTISING
1981**

MUL - effective 2/2 $\otimes = 3$ pq, unit

204061876

ERIT - January

IL - effective 2/2

**PHILIP MORRIS U.S.A.
ADVERTISING
1981**

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
	5 12 19 26	2 9 16 23	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28
WEEK STARTS MONDAY												
MAZINES (Continued)												
Changing Times				X								
Life				X								
Psychology Today				X								
Travel & Leisure				X								
Money				X								
Omni				X								
Signature				X								
Games				X								
Atlantic				X								
Harpers				X								
Next				X								
Panorama				X								
Saturday Review				X								
Discover				X								
Dennis				X								
Southern Living			SP	X	SP							
New York	X	X	X	X	X	X						
New Jersey												
Connecticut												
Philadelphia												
Boston												
Washingtonian												
Texas Monthly												
Commonwealth												
Barwheel												
Sandlapper												
SUPPLEMENTS												
Parade	X											
Sunday (Select)	X	X	X									
Family Weekly	X	X	X									

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(X) = 2 color

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
	5 12 19 26	2 9 16 23	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21
WEEK STARTS MONDAY												
<u>ROP</u>												
ABCD All TAS		(X)	X X X									
ABC All TAs		(X) (X)	X X X X									
ABC 62 Key TAs		X X X	X X X	X X								
USSPI		X X X X X X X X										
National Newspapers		X X X X X X X X										
OUTDOOR												
<u>PAINT</u>												
Paint Pool		← →	*									
Non-standard sizes		← →	*	← →								
30 Sheet			← →		← →							
85's Pool		← →										
100's Pool		← →										
Trans. & Sports		← →										
Resort		← →										
Criterion Kings		← →		← →								
2 Sheet Posters		← →										
Subway Clocks		← →										
Digital Clocks		← →										
Taxi Tops		← →										
Mall Posters		← →										
Cable cars		← →										

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